

EMILE ZOLA, NOVELIST AND
REFORMER 249

One of the first ventures of the new business, a series of sketches of English society, entitled "The Social Zoo," and published in parts, was badly launched and dropped before completion; but some sections of it, by E. O. Grenville-

Marray, attracted great attention and sold widely on being reissued in volume form. Sala's "Paris Herself Again" and other books were also very successful; but when Vizetelly — who by reason of his long residence in Paris took great interest in French literature — produced a series of cheap translations of works of high repute in France — novels and tales by Dauclet, Theuriet, About, Malot, CherbileZj George Sand, Me'rime'e, and others — there was little or no demand for them, though a large amount of money was spent in advertisements. Indeed it soon appeared that if French fiction was to be offered to English readers at all it must at least be sensational; and Vizetelly therefore started a cheap series of Gaboriau's detective stories, which found a large and immediate market. The business gradually expanded, and before long, in addition to miscellaneous works by Sala, Grenville-Murray, and others, the firm took up English fiction in a new form.

Mr. George Moore, the novelist, having found the circulating libraries opposed to some of his books, protested

vigorously against the three-volume system which placed English fiction at the libraries' mercy. He held that all novels ought to be sold direct to the public, and many other writers agreed with him. Mr. Moore became one of Vizetelly & Co.'s authors, and the firm thereupon put the theory of direct sale to the public into practice. They abandoned the three-volume system altogether, issuing their new novels in one volume only; and it was Henry Vizetelly